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Questions relating to information

Report of the Secretary-General

Summary

The present report, prepared in response to General Assembly resolution 67/124 B, provides highlights of the work of the Department of Public Information of the Secretariat on key social, developmental, political and peacekeeping issues, its contribution to United Nations observances and commemorations, matters relating to the global network of United Nations information centres, its public and civil society outreach, including to youth and the academic community, its growing presence on social media, as well as the continued role of radio, television, the internet, press outreach and meetings coverage, and developments in publishing, design and marketing. It seeks to do so by taking an integrated, department-wide approach, rather than by looking at individual divisions or work units, and bearing in mind that among the many partnerships that the Department develops and nurtures, those with Member States, individually and collectively, are among the most critical to the realization of the mission and purpose of the Organization.

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I. Introduction

1. In paragraph 83 of its resolution 67/124 B, the General Assembly requested the Secretary-General to report to the Committee on Information at its thirty-fifth session and to the Assembly at its sixty-eighth session on the activities of the Department of Public Information and on the implementation of all recommendations and requests contained in that resolution. Accordingly, the Department submitted three reports for consideration by the Committee at its thirty-fifth session, held from 22 April to 2 May 2013. (A/AC.198/2013/2, A/AC.198/2013/3 and A/AC.198/2013/4). The deliberations of the Committee with regard to those reports are reflected in the report of the Committee on its thirty-fifth session (A/68/21).

2. The present report updates the information provided to the Committee on Information at its thirty-fifth session and describes developments and activities undertaken by the Department primarily between February and July 2013 through the interrelated and mutually supportive work of its three subprogrammes (relating to news and media, outreach, and strategic communications) and its Evaluation and Communications Research Unit.

Social and development issues

3. The Department continued to work to promote informed discussion on the outcomes of the United Nations Conference on Sustainable Development, held in Rio de Janeiro, Brazil, in June 2012. This included disseminating information on the work of the Open Working Group on Sustainable Development Goals, the General Assembly workshops on transfer of technology and the establishment of the high-level political forum, as well as on various issues such as sustainable transport and oceans. In addition, the Department led efforts to define a communications strategy and the development of information products for the third International Conference on Small Island Developing States, scheduled to be held in September 2014.

4. Building on the success experienced in 2012, when a staff writer was sent to cover the United Nations Conference on Sustainable Development, a similar arrangement was made to ensure the timely and comprehensive coverage of the tenth session of the United Nations Forum on Forests, held in Istanbul, Turkey, in April 2013. During the session, the News Centre produced short multimedia packages and multiple daily news reports and conducted more than 20 original interviews in multiple languages with senior officials, experts and civil society participants. These materials were disseminated throughout the United Nations system and appeared on the websites of the World Bank and the United Nations Convention to Combat Desertification, among others. Almost 600 articles appeared concerning the Forum, while a total of 206 videos, including news video stories, were featured at webtv.un.org.

5. The United Nations Communications Group task force, convened by the Department on a monthly basis, continued to play a key role in coordinating, in an integrated manner and throughout the United Nations system, messaging and outreach plans on the Millennium Development Goals, the post-2015 development agenda and the follow-up to the United Nations Conference on Sustainable Development. The main web portal on the Goals (www.un.org/millenniumgoals) underwent a significant redesign to make the site more user-friendly and interactive.

The site, which is updated regularly in the six official languages, had over 470,000 unique visitors from January to mid-July 2013.

6. The Department worked closely with the Executive Office of the Secretary-General and partners in the United Nations system to coordinate a campaign marking 1,000 days to the end of 2015, which is the target date for achieving the Millennium Development Goals. More than 500 news articles appeared in media outlets around the world between 26 March and 14 April 2013. The Department arranged for the Secretary-General to kick off a Real Madrid football match in the capital of Spain; a video, banners and announcements on the need to reach the Goals were used on that occasion. The event was viewed, at the stadium, by an audience of over 40,000 and, on television, by an audience of millions. An op-ed by the Secretary-General entitled "A thousand days to keep the millennium promise", appeared in more than 100 news publications and websites in the six official languages, primarily through the efforts of United Nations information centres.

7. Through a United Nations system-wide social media action coordinated by the Department, the hashtag #MDGmomentum reached over 28 million unique accounts and was used in over 40,000 tweets. Social media users were directed to a special web page, available in the six official languages, with infographics and a digital card illustrating the successes achieved and the challenges remaining with regard to the Goals.

8. In conjunction with an observance at United Nations Headquarters, several Member States tweeted Goals-related messages from their official accounts using the #MDGmomentum hashtag. The Permanent Representatives of Australia and Rwanda, as co-chairs of the Millennium Development Goals Advocacy Group, participated in this effort. Messages on the Goals from Member States were posted at www.un.org/millenniumgoals.

9. The launch of the *Millennium Development Goals Report 2013* by the Secretary-General at the high-level segment of the Economic and Social Council in Geneva on 1 July was complemented by more than a dozen regional and national launches organized by United Nations information centres, including in Almaty (Kazakhstan), Mexico City, Nairobi, New Delhi and Tokyo, as well as by the Nordic offices of the United Nations Development Programme. The Department issued press materials in the six official languages, coordinated media outreach, events and interviews and, for social media, produced shareable infographics for each Goal together with an animated video.

10. United Nations information centres promoted national and subregional consultations on a post-2015 development agenda, including in Bangladesh, Colombia, Ghana and Nigeria. The "My world" global survey, which helped produce and distribute a related communications toolkit and various multimedia materials, was actively promoted by the Department. United Nations information centres in Canberra, Jakarta, Manila and Rio de Janeiro, among others, launched vigorous online and offline campaigns through partnerships with local universities, national newspapers and radio stations. The Department arranged for the Secretary-General to appear in a video promoting youth participation in the "My world" survey, for distribution through the United Nations information centres. As at July 2013, the global "My world" consultations involved more than 750,000 participants.

11. The Department assisted the secretariat of the High-level Panel on the Post-2015 Development Agenda in launching its report on 31 May and in promoting and covering the report in multiple languages and in multiple media formats. A number of United Nations information centres contributed to subsequent media and civil society events at the national level, including in Nairobi. Working with the Executive Office of the Secretary-General and through the United Nations Communications Group, the Department updated joint messaging on the post-2015 agenda to reflect the latest developments in the process.

12. The Department's creative community outreach initiative partnered in the fifth annual *Envision* documentary film screening and discussion forum, entitled "Stories of the global health challenge", which focused on three key global health issues on the United Nations agenda: reversing the spread of disease, maternal health and society's approach to ageing. The event, held in April, brought together United Nations experts, film-makers and new media professionals to discuss ways to harness the power of film to affect positive social change on these issues.

13. For the past 23 years, the Department has partnered with New York festivals in presenting awards honouring the best radio, film and television programming, and public service announcements that highlight global issues on the Organization's agenda. This year, the winning entries cast a spotlight on the issues of human trafficking, environmental sustainability, immigration and social integration, and HIV/AIDS. Awards ceremonies were held in April and June.

14. In the lead-up to the General Assembly High-level Meeting on Disability and Development, held in September 2013, the Department prepared promotional materials and worked with inter-agency partners to plan outreach activities, including a social media campaign, in multiple languages.

15. In March, the Department provided media support for the launch by the Economic Commission for Africa of the *Economic Report on Africa 2013*. The launch took place in Abidjan, Côte d'Ivoire, at the margins of the annual meeting of Africa's ministers of finance and economic planning. The report was launched again in New York on 23 April; on that occasion, the Department assisted in organizing media briefings and interviews with the Executive Director of the Economic Commission for Africa.

Political and peacekeeping issues

16. The Department, working closely with the Office for Disarmament Affairs, provided communications support in March 2013, during the Final United Nations Conference on the Arms Trade Treaty, and in April 2013, when the Treaty was adopted by the General Assembly. The Department collaborated with the Office for Disarmament Affairs, as well as with the Permanent Mission of Kazakhstan to the United Nations, in preparation for the fourth International Day against Nuclear Tests (29 August) and the General Assembly informal meeting to mark that day, convened by the President of the Assembly on 5 September 2012.

17. The Department, in cooperation with the Department of Peacekeeping Operations, organized a radio workshop for United Nations peacekeeping missions in Africa. The workshop took place in Entebbe, Uganda, from 4 to 6 March. It brought together senior mission management and public information officers from the four African missions with major United Nations radio stations (the United

Nations Mission in South Sudan, the United Nations Mission in Liberia, the United Nations Organization Stabilization Mission in the Democratic Republic of the Congo and the United Nations Support Office for the African Union Mission in Somalia) to prepare new guidance for the establishment and transitioning of United Nations peacekeeping radio stations.

18. The Department was closely involved in planning and backstopping for the public information component of the United Nations Multidimensional Integrated Stabilization Mission in Mali, which is a new peacekeeping mission. Two staff members from the Department were temporarily seconded to the Mission for this purpose.

19. A Department staff member was part of the United Nations technical assessment mission that visited Mogadishu, Nairobi and Addis Ababa in March to make recommendations for the establishment of a new special political mission, the United Nations Assistance Mission in Somalia.

20. In terms of providing field support to existing peacekeeping operations, Department representatives conducted assessment visits to Juba for the United Nations Mission in South Sudan and to Kinshasa and Goma for the United Nations Organization Stabilization Mission in the Democratic Republic of the Congo to support the work of the communications components of these missions.

21. The August 2013 issue of *Africa Renewal/Afrique Renouveau* focuses on current efforts by the United Nations and the World Bank to resolve conflicts and promote economic development in the Great Lakes region of Africa.

22. The Department collaborated with the Department of Peacekeeping Operations and the Department of Field Support to mark the International Day of United Nations Peacekeepers, on 29 May 2013. The theme was "United Nations peacekeeping: adapting to new challenges". An interactive online communications campaign was launched in the six official languages on the United Nations peacekeeping website and on social media platforms. The News Centre, in collaboration with the Department of Peacekeeping Operations, United Nations Radio and United Nations Television, produced a multimedia package of United Nations peacekeeping-related content in English, as well as in Chinese, French, Portuguese, Russian, Spanish and Swahili. In March, it produced an in-depth news feature that spotlighted International Women's Day and examined the efforts of United Nations peacekeepers to end violence against women.

23. The thematic news focus pages of the News Centre portal (www.un.org/news/) were continuously updated to reflect the latest information and make available related resources on a range of issues, including on the ongoing crisis in the Syrian Arab Republic, the rapidly evolving situation in the Sahel region and in Mali, and the efforts to bolster support for a United Nations-backed peace agreement in the Democratic Republic of the Congo.

24. Another multimedia feature focused on a United Nations-supported sports initiative launched in Lebanon by Tareq al Awaychi, a former star of Syrian football. One of hundreds of thousands of Syrian refugees in Lebanon, he shared his story of pulling together a team of young Syrian refugees and local Lebanese players. In another example of effective partnership, the News Centre worked with the United Nations Relief and Works Agency for Palestine Refugees in the Near East in May

and June to create a multimedia piece about the plight of Palestinian refugees affected by the Syrian crisis and the Agency's efforts to assist them.

25. Produced in the six official languages, the *UN in Action* short-format television series continued to enhance the thematic and geographical scope of its programming through strengthened partnerships with United Nations agencies, funds and programmes. During the reporting period, 11 United Nations agencies and missions, including the United Nations Stabilization Mission in Haiti, contributed free video content for the series, leading to the production of 20 stories illustrating innovative efforts and humanitarian activities undertaken by the Organization in 16 countries.

United Nations observances and commemorations

26. For the International Day for the Elimination of Racial Discrimination (21 March), the Department asked social media users to post questions addressed to the Special Rapporteur on contemporary forms of racism, racial discrimination, xenophobia and related intolerance. Questions from people in 13 countries were received on Facebook, Google+ and Twitter, and selected answers were posted on the United Nations social media blog (http://blogs.un.org). After the International Day, and in the context of General Assembly resolution 66/144, the Department collaborated with the Office of the United Nations High Commissioner for Human Rights on the production and distribution in the six official languages of a booklet entitled "United against racism, racial discrimination, xenophobia and related intolerance", which combined in one publication the 2001 Durban Declaration and Programme of Action, the outcome document of the 2009 Durban Review Conference and the 2011 political declaration on the tenth anniversary of the adoption of the Durban Declaration and Programme of Action.

27. The Evaluation and Communications Research Unit of the Department conducted a media monitoring and analysis project in collaboration with 21 United Nations information centres to assess media coverage of the International Day for the Elimination of Racial Discrimination in 37 countries, in 20 languages. United Nations key messages were present in 73 per cent of the media coverage analysed. Overall, media outlets portrayed the United Nations and the Office of the United Nations High Commissioner for Human Rights in a balanced and favourable light.

28. For the commemoration of Nelson Mandela International Day, on 18 July, the Department worked closely with the Permanent Mission of South Africa to the United Nations in planning events at Headquarters. In line with the "67 minutes of service" campaign led by the Mandela Foundation, the Department offered United Nations staff in New York the opportunity to help rebuild homes on Long Island that had been destroyed by storm Sandy. United Nations information centres in Accra, Brussels, Geneva, Lima, Manila and Pretoria, among others, organized outreach activities and events. The Department also promoted volunteering opportunities through its social media platforms.

29. Working in close collaboration with States members of the Caribbean Community and the African Union, the Department organized a series of activities to mark the sixth annual observance of the International Day of Remembrance of the Victims of Slavery and the Transatlantic Slave Trade. The theme of the 2013 commemoration, "Forever free: celebrating emancipation", paid tribute to the emancipation of slaves in nations around the world. Commemorative activities at United Nations Headquarters included the following:

(a) A solemn commemorative meeting of the General Assembly featuring a keynote address by the Director of the Institute of Global Cultural Studies, Ali Mazrui, and a performance by the National Ballet of Cameroon;

(b) A briefing for non-governmental organizations (NGOs) on the theme of the commemoration, webcast live, during which the issue of emancipation in the Caribbean, the Indian Ocean region and North America was discussed;

(c) A global student videoconference, which brought together more than 600 students from secondary schools in France, Senegal, Trinidad and Tobago, the United Kingdom of Great Britain and Northern Ireland and the United States of America;

(d) In partnership with the United States Mission to the United Nations, the film *Lincoln* was screened at the Mission, with an introduction by Oscar-nominated screenwriter Tony Kushner; a book presentation was followed by a cultural and culinary evening featuring poetry readings, music and dance performances, a display of *khanga* fabrics from Kenya and the United Republic of Tanzania and the serving of culinary specialties from Africa and the Caribbean;

(e) An exhibition was organized to display panels illustrating the history of the transatlantic slave trade, the heroes and activists, the fight for emancipation and the legacy of slavery today;

(f) Original copies of the United States Emancipation Proclamation, signed by President Abraham Lincoln and Secretary of State William Seward, and of the thirteenth amendment to the United States Constitution, by which slavery was abolished, were put on display from 18 to 25 March;

(g) A concert was held featuring Benyoro, the National Ballet of Cameroon, United Nations Educational, Scientific and Cultural Organization Artist for Peace Marcus Miller, Somi and Steel Pulse.

30. The events, which had a strong visual identity, were promoted through a variety of outreach material, such as a commemorative poster, a fence banner, postcards and T-shirts depicting the 2013 theme. As part of its outreach programme, the Department facilitated the live webcast of events organized for the observance.

31. A website in the six official languages, as well as a strong social media presence on dedicated Facebook, Twitter and Tumblr accounts, complemented the outreach activities.

32. A number of United Nations information centres organized events to commemorate the victims of the transatlantic slave trade. The United Nations Information Centre in Ankara organized a travelling exhibit at Antares shopping mall, which is visited by over 300,000 people weekly. The information centres in Brazzaville and Dar-es-Salaam organized tours of ancient slave ports for hundreds of students. The United Nations Information Centre in Lima organized the presentation of an essay by a Peruvian journalist on black women, slavery and resistance.

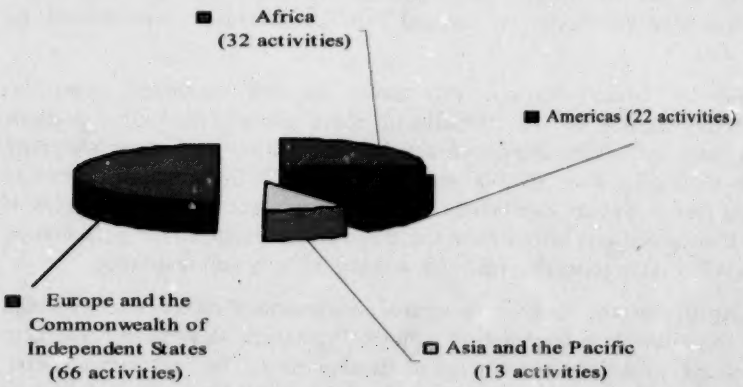
33. On 15 April, for the nineteenth annual commemoration of the Rwandan genocide, the Department, in cooperation with the Permanent Mission of Rwanda to the United Nations, organized a ceremony at Headquarters. The Secretary-General, the President of the General Assembly and the Minister for Foreign Affairs and Cooperation of Rwanda, among others, were present at the ceremony. A special event that was organized with the support of the United Nations Entity for Gender

Equality and the Empowerment of Women (UN-Women) and included the screening of a 30-minute documentary entitled *Duhozanye: A community of resilience, hope and dignity*, which had been produced by a survivor of the Rwandan genocide, was held on 9 April, . On social media, the Special Adviser of the Secretary-General on the Prevention of Genocide, Adama Dieng, answered questions from around the world. A video with his answers to selected questions was promoted online in English and French. The United Nations information centres in Armenia, Bangladesh, Belgium, Burundi, Congo, Eritrea, India, Iran (Islamic Republic of), Kenya, Madagascar, Mexico, Poland, the Russian Federation, Senegal, Switzerland, Ukraine, the United Republic of Tanzania and Zambia, among others, also organized commemorative events.

34. During the reporting period, the Holocaust and the United Nations Outreach Programme reached 41 countries through creative partnerships with educational institutions, NGOs and the global network of United Nations information centres. A recent review of the Holocaust remembrance activities organized in the framework of the Programme shows that most of the activities were held in Europe and Africa (see figure I). As a result, the Programme is now increasing its efforts in the Americas, through initiatives with educators in Argentina and Brazil in April and July 2013, and in Asia and the Pacific, through activities in China and Turkey later in the year. On 2 May 2013, the Programme also held its third professional development seminar for teachers and students of education at Headquarters. In addition, the Programme continues to publish educational materials in the six official languages of the Organization; the most recent publication was volume II of the *Discussion Papers Journal*, which targets university students. Papers on the Semlin internment camp in Belgrade, on the Roma and Sinti experience during the Holocaust and on the work of the International Holocaust Remembrance Alliance, for publication in the third volume of the series, have been posted on the Programme's website.

Figure I

Number of Holocaust remembrance activities held by United Nations information centres in 2013, by region



35. The 2013 theme for the International Day of the World's Indigenous Peoples (9 August) was "Indigenous peoples building alliances: honouring treaties, agreements and other constructive arrangements". The Department supported a panel discussion organized by the secretariat of the Permanent Forum on Indigenous Issues and raised awareness of indigenous issues through its network of information centres around the world and its social media platforms.

36. On 22 March, United Nations information centres observed World Water Day by holding seminars, workshops and briefings. The United Nations country team in Argentina, with support from the United Nations Information Centre in Buenos Aires, celebrated World Water Day with a promotional event at the State water company, Agua y Saneamientos Argentinos, which is a member of an alliance of 11 Latin American water companies. The event was webcast throughout the region. The United Nations Information Centre in Prague hosted a discussion involving representatives of academia and businesses on the issue of water scarcity and on how to save and protect water resources.

37. The United Nations Regional Information Centre in Brussels, along with the United Nations Environment Programme and Fabrica (the communications research centre of the firm Benetton), produced a video supporting the global campaign "Think. Eat. Save. Reduce your foodprint" to mark World Environment Day (5 June). The video was broadcast throughout June on megascreens in Times Square (New York) and Piccadilly Circus (London), as well as on screens in the windows of Benetton stores worldwide.

38. The International Year of Quinoa was publicized by the United Nations Information Centre in Buenos Aires, which targeted *Clarín*, Argentina's largest-selling newspaper. A special section on healthy living entitled "*Buena vida*" (good life) carried a groundbreaking five-part series on quinoa. The United Nations Information Centre in Rio de Janeiro published a special feature article, produced a short *UN in Action* video with Portuguese subtitles and published a photo collection produced by the Food and Agriculture Organization of the United Nations on its website. The United Nations Information Centre in Bogotá co-organized, with the national committee for the Year, an event that was attended by government officials to promote the production and consumption of quinoa in Colombia. The production and consumption of quinoa was also promoted at the twenty-sixth international book fair in Bogotá.

39. In commemoration of the twentieth anniversary of World Press Freedom Day (3 May), the United Nations information centres disseminated a message of the Secretary-General to local media. The centres in Ankara, Baku, Colombo, Rio de Janeiro and Tehran translated the message into Turkish, Azeri, Sinhala and Tamil, Portuguese and Persian, respectively. The centre in Antananarivo co-organized a two-day media workshop to train local journalists. The Director of the centre in Manama was interviewed by local media and participated in a commemoration attended by about 300 members of the Bahrain Journalists Association; both events received wide media coverage. In addition, the Director of the Strategic Communications Division participated in an international conference to mark the twentieth commemoration of World Press Freedom Day, jointly hosted by the United Nations Educational, Scientific and Cultural Organization and the Government of Costa Rica in San José.

40. To help publicize United Nations special days and observances, the Department launched new pages in the six official languages for the International Day of Forests, the International Day to End Obstetric Fistula, the Global Day of Parents, the International Year of Water Cooperation and the International Day of Happiness. The web pages for such observances as International Women's Day, World Press Freedom Day, the International Day of Peace, World Population Day, Nelson Mandela International Day, the International Day of the World's Indigenous People and World Humanitarian Day were updated.

41. The application for iPhone and iPad *UN Calendar of Observances*, which provides information on United Nations observances and on how the Organization helps to solve today's many challenges, was downloaded over 5,000 times.

42. United Nations information centres in Accra, Antananarivo, Asunción, Baku, Bogotá, Brazzaville, Buenos Aires, Bujumbura, Colombo, Kyiv, Lagos, Lomé, Manama, Mexico City, Ouagadougou, Port of Spain, Prague, Rio de Janeiro, Tashkent, Tbilisi, Tehran, Yangon and Yerevan organized film screenings on international days and on women, genocide, sustainable development, the transatlantic slave trade and lessons of the Holocaust, among other issues.

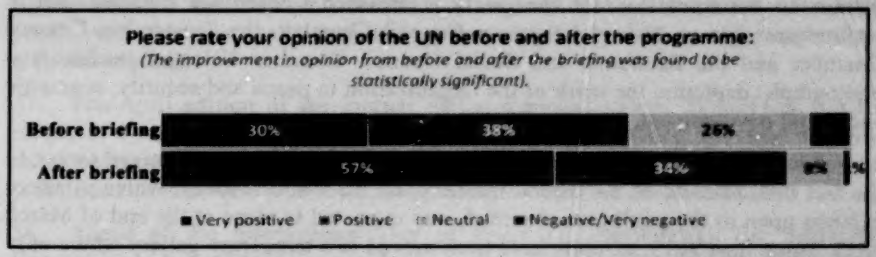
United Nations information centres

43. A number of Governments provide rent-free premises and other support to the United Nations information centres. Several centres are in temporary locations until long-term solutions can be identified. The premises for the centre in Canberra have now become rent-free thanks to a generous contribution from the Government of Australia.

44. The Department maintains its commitment to a culture of evaluation with the objective of enhancing the effectiveness of its products and activities. Evaluations are conducted by its Evaluation and Communications Research Unit and self-evaluations are conducted by programme managers with the technical support of the Unit. In addition, the network of information centres is often called upon to contribute to evaluations, especially for measuring the impact of activities worldwide.

45. The results for 2012 of the regular surveys carried out on United Nations information centres' briefings and outreach activities showed that 87 per cent of respondents found that the activity had been effective in improving their understanding of the United Nations. Moreover, participants' opinion of the Organization significantly improved after attending a briefing, as indicated in figure II below.

Figure II
Change in opinion of the United Nations among participants in briefings organized by United Nations information centres



Note: Results are based on the feedback of 3,088 respondents from 41 United Nations information centres.

Public and civil society outreach

46. In support of its outreach and partnership efforts, a newly refurbished resource centre has been made available to civil society partners. The NGO Relations Section continues to partner with other offices in the Department, United Nations agencies, funds and programmes in a wide range of activities.

47. The regular evaluation of the NGO orientation programme showed a high level of satisfaction with the programme: 92 per cent of participants said they were satisfied. Among the resources and services rated, the website for NGOs was the most often used, with 42 per cent of participants using it "often" or "very often".

48. In addition, participants at the regular briefings organized by the NGO Relations Section were, in general, very satisfied with the briefings. The sessions help NGO representatives better understand the work of the United Nations. A few suggestions were made for ways of improving the format of the briefings, including through greater use of online resources such as webcasting and social media to increase their reach and facilitate the dissemination of briefing materials. The overall ability of the briefings programme to reach a wide audience is very limited. The 2011 attendance review showed that 21 per cent of NGOs affiliated with the Department attended the briefings at least once, but that a majority did not benefit from the sessions.

49. The season finale of a widely viewed reality television series that is broadcast on a cable network in the United States as well as internationally was filmed at Headquarters in July. The episode, to be broadcast early in 2014, provides an opportunity to highlight — to a wide television audience — the role of the Organization as the pre-eminent forum where Member States come together to address global issues.

50. On 1 June 2013, the Visitors' Services Section was relocated from the General Assembly Building to its current location in the basement of the Dag Hammarskjöld Library Building, owing to the renovation of the former building. The Visitors' Centre "swing space" includes an exhibits space, the public inquiries counter, as well as the United Nations bookshop, stamp shop and gift shop.

51. Owing to additional security measures and access restrictions, guided tours were offered on a slightly reduced scale. Nevertheless, during the period from

March to August 2013, an estimated 82,000 visitors came to the United Nations on a guided tour. Tours are offered in the six official languages of the Organization, as well as in German, Italian, Japanese, Korean, Portuguese and Swedish. Tours take visitors to the third floor of the newly refurbished Conference Building, where visitors are able to view the Security Council Chamber, the Trusteeship Council Chamber and the Economic and Social Council Chamber. Selected exhibits and photographs depicting the work of the Organization in peace and security, economic and social development, and human rights are also on display.

52. Between March and August 2013, only four exhibits were organized owing to the fact that, because of the capital master plan, the visitors' lobby, which is where exhibits open to the public are mounted, was expected to close at the end of March 2013. Since June 2013, exhibits have been moved to a temporary gallery where only one show can be presented at a time.

53. The Visitors' Services Section organizes guided tours and briefings and programmes for groups. In the period under review, 216 in-house briefings, 20 outside speaking engagements and 2 videoconferences were arranged, reaching a total of 35,134 participants. The Public Inquiries Unit responded to 4,809 communications, including letters, e-mails, telephone calls and petitions, as well as in-person visits, and distributed 198 educational kits. The Section's public website (http://visit.un.org) had about 215,000 visits and 640,000 page views. The Facebook page had some 8,000 followers.

Youth, educational and academic outreach

54. The Envoy of the Secretary-General on Youth, Ahmad Alhendawi, who is based in the Department's Outreach Division, has been working on increasing the Organization's outreach to youth and on promoting more mechanisms for youth participation in the United Nations system. The Envoy has established strong working relations with youth groups and government officials working on youth development. The work of the Envoy on the development of a United Nations system-wide action plan on youth, which is being carried out with the United Nations Inter-Agency Network on Youth Development, will be guided by the World Programme of Action for Youth. The Envoy collaborates with the United Nations information centres on publishing information on the Organization's work with and for youth. An online platform has been established by the Office of the Envoy to serve as an information hub on the work being done by the United Nations for youth. The Envoy has attended youth events around the world and advocated for a stronger youth agenda at all levels.

55. To support the Global Education First Initiative launched by the Secretary-General in 2012, the Youth Assembly at the United Nations held an event on 12 July 2013, on the occasion of Malala Day. The event brought together more than 500 young leaders to accelerate action towards the goal of having all children attend school by 2015. The event featured education activist Malala Yousafzai, who celebrated her sixteenth birthday on the day. Working with many partners, the Department ensured that the event received major news coverage, including from major global broadcasters, as well as outsize attention on social media. The News Centre gave extensive coverage to the events related to the Youth Assembly.

56. During the reporting period, the NGO Relations Section organized nine briefings, a communications workshop, its annual two-day orientation programme

for new NGO representatives and a one-day youth orientation programme for new NGO youth representatives. In addition, the Section held its inaugural youth-led briefing, entitled "Raising and empowering youth to break the cycle of violence against women and children", which was organized in collaboration with NGO youth representatives and brought together more than 300 young people from different regions.

57. The April edition of the journal *Africa Renewal/Afrique Renouveau* and the magazine's website included a special feature on youth in Africa, focusing on youth unemployment and the role of youth in national politics and information technology. It included an interview with the Envoy of the Secretary-General on Youth.

58. Ahead of the International Day of Peace (21 September), the Secretary-General provided a 100-day countdown message on 13 June. The theme for 2013, "Education for peace", focuses on the importance of education for achieving a culture of peace (www.un.org/en/events/peaceday). The theme was chosen to support the Global Education First Initiative and highlights the importance of fostering global citizenship through education. The commemoration at Headquarters will include the Peace Bell ceremony, followed by an observance involving students, in the presence of the Secretary-General and Messengers of Peace.

59. Films and videos are increasingly being used by United Nations information centres worldwide to engage the public in thought-provoking debates that often feature film directors. As part of its "Ciné ONU" series, the United Nations Information Service in Vienna, in cooperation with a local independent cinema and in the framework of the "This Human World" film festival, organized the screening of *The First Grader* by Justin Chadwick, which focuses on the importance of education, and a panel discussion.

60. As part of its continuing support for model United Nations programmes, the Department organized a regional workshop in Vienna, from 8 to 11 July 2013, and will hold a workshop for university students and faculty advisers who manage these educational simulations, in New York from 26 to 29 August 2013. The aim of these workshops is to deepen understanding of the way in which the General Assembly operates so that the simulations can more accurately reflect the process by which resolutions are drafted and adopted at the United Nations. As a companion to the workshops, an online guide was prepared detailing the structure, procedures, negotiation process and skills needed to conduct a simulation in a way that accurately captures the essence of United Nations meetings (http://outreach.un.org/mun/guidebook/).

61. Information centres provided support to model United Nations workshops and conferences. The seven United Nations offices in the Commonwealth of Independent States expanded participation in model United Nations activities. The centre in La Paz organized four separate three-day programmes for 1,220 students, while the centre in Mexico City took part in eight programmes reaching 2,065 students, with 240 from Latin America following the programme through WebEx. In the context of the World Day for Cultural Diversity for Dialogue and Development, the United Nations Information Centre in Tehran organized a model United Nations event on dialogue among civilizations.

62. The Department continues to expand its partnership with the academic community through its United Nations Academic Impact programme. This initiative,

which counts more than 1,000 colleges and universities from over 120 countries as members, provides a mechanism for academic institutions to commit themselves to and undertake activities in support of the fundamental precepts driving the United Nations mandate.

63. In cooperation with ELS Educational Services, the Academic Impact initiative is organizing a global contest for university students on the theme of global citizenship. Students will have to write their entries in a language that is not their mother tongue or medium of educational instruction and, at the same time, that is an official language of the United Nations. Winners of the contest will be invited to a conference in New York in June 2014 celebrating diversity and multilingualism.

64. The Academic Impact initiative provides support to Beijing Normal University, Zhuhai, in the organization of an international youth leadership programme that promotes cross-cultural communication and collaborative academic research and focuses on cultivating a new generation of youth leaders ready to embrace social responsibility. In 2013, over 100 students from China, the United Kingdom and the United States have taken part in the training programme.

65. The Academic Impact initiative has continued to promote intercultural dialogue for building peace and understanding among peoples of different cultures and faiths. As part of its ongoing seminar series "Unlearning intolerance", on 13 May 2013 it hosted a wide-ranging discussion on "Challenging assumptions", which touched on how stereotypes are born and how easily assumptions slip into popular beliefs, sometimes without scrutiny. An international panel of experts presented diverse perspectives on assumptions and later held a dialogue with the audience.

66. The importance of intercultural dialogue was also highlighted at a special event marking 100 years since the Nobel Prize for Literature was awarded to the poet Rabindranath Tagore. Held on 30 May 2013 in association with the Permanent Missions of Bangladesh and India to the United Nations, the conversation focused on Mr. Tagore's message to the world and its relevance today, followed by an interpretative presentation of his songs.

Social media

67. The Department continued to enhance its news and information activities on social media platforms in the six official languages, increase the coordination of its messaging and register significant growth in fans and followers during the reporting period.

68. The audience of the United Nations channel on YouTube (www.youtube.com/unitednations), which is maintained by the Department, has increased steadily, with the number of video views exceeding 7 million and the number of subscribers to and friends of the channel growing to over 39,000. To enhance site usability and user engagement, special playlists were created to facilitate access to information on particular issues while users were encouraged to comment on the videos and to share their views on issues of concern. The selection of videos in French and Spanish was expanded as a result of a collaborative effort with the Food and Agriculture Organization of the United Nations, the International Labour Organization, the United Nations Stabilization Mission in Haiti, the United Nations Children's Fund and the United Nations Development Programme. Videos based on

the *UN in Action* series were produced in Chinese and promoted on Weibo, Youku, Tudou and Sina Video.

69. The fan base of the Department's Facebook accounts in Arabic and French increased by 80 per cent, while the Russian Facebook and VKontakte accounts grew by 60 per cent. There was growth of 30 per cent in Twitter and Google+ accounts in Arabic and an increase of 25 per cent in the number of users of the Twitter account in Spanish.

70. In June 2013, the Chinese-language United Nations Weibo platform reached a milestone of 4 million followers. Also in June, the Secretary-General recorded a video message to launch a United Nations account on WeChat, a popular social networking application that has more than 400 million users. In less than a month, the WeChat account registered over 335,000 subscribers and received more than 30,000 comments and questions, some of which were answered by the Secretary-General during his official visit to China in June. A Pinterest account in French was launched in mid-May, illustrating the work of the Organization through a variety of images and links to in-depth sources.

71. The social media accounts of the News Centre portal continued to expand their following across all languages. The portal in English experienced a significant rise in the use of its materials by its followers and fans, indicating that there is significant scope for the further dissemination of its products. By June 2013, the Twitter account of the News Centre had 50,000 followers, an increase of 127 per cent over the same period in 2012. On Facebook, the number of fans grew to over 140,000, a growth rate of nearly 200 per cent compared to June 2012.

72. The United Nations Photo Twitter account gained 7,200 new followers and its Facebook page received 25,000 new "likes" during the reporting period, while its Flickr page reached the milestone of 3 million cumulative views in June 2013. Over the past six months, the NGO Relations Section continued to expand its social media platforms, specifically Twitter, Facebook and Tumblr. Social media tools successfully provided NGOs with greater opportunities for dialogue and discussion and allowed for greater interaction.

73. The Department extensively promotes United Nations publications using social media platforms. The number of followers increased to 12,900 users on Facebook and 60,200 followers on Twitter. The *Development Business* team posted more than 3,000 tweets (an average of 30 per day) and reached 1,400 followers on Twitter.

74. The Department's Africa Section continued to increase its presence online to reach the growing number of people in Africa with access to the Internet, as well as audiences in developed countries in other regions, using several social media tools. As at mid-July 2013, the *Africa Renewal/Afrique Renouveau* Twitter accounts had 47,382 followers.

75. The Evaluation and Communications Research Unit is assisting the Department's social media task force in researching the most adequate tools to optimize the use of such media through content, performance and risk management.

Radio, television and the Internet

76. Traffic to the United Nations website continued to grow, registering 19 million visits from March to June 2013, an increase of 5 per cent over the same period in 2012. Additional Internet portals included the redesigned website on United Nations action to counter terrorism (www.un.org/en/terrorism/), in the six official languages, as well as the French version of the redesigned website of the Office of the Spokesperson for the Secretary-General (www.un.org/fr/sg/spokesperson/). One of the new websites created by the Department during the reporting period is dedicated to land and natural resources in conflict (www.un.org/en/land-natural-resources-conflict/); it is a joint project with the European Union that is available in English, French and Spanish. The web page of the Committee on Information (www.un.org/en/ga/coi/) was updated with material from the Committee's thirty-fifth session, while content on the 2013 session of the Special Committee on Decolonization and the Caribbean Regional Seminar of 2013 was added to the page on the United Nations and decolonization (www.un.org/en/decolonization/).

77. The multilingual website of the News Centre (www.un.org/news/) showed noticeable growth in traffic. From March to June 2013, the site's pages in Arabic received more than 54,000 visits, representing an increase of nearly 250 per cent over the same period in 2012, the sites in Russian and Spanish registered a gain of close to 46 per cent.

78. With strengthened editorial planning and coordination between the Department's multilingual news and media producers working in all mediums, a wealth of news and features were produced by United Nations Radio throughout the reporting period, highlighting the work of the United Nations and spotlighting key themes and priority issues. United Nations Television continued to make efforts to expand the reach of its products, including through its flagship monthly television news magazine series, *21st Century*, which is aired by more than 80 broadcasters worldwide. In partnership with the China Business Network, United Nations Television began co-producing a Chinese version of *21st Century*, with four episodes already completed since the project was launched in April 2013. During the reporting period, United Nations Television producers filmed and produced stories in Africa, Asia, Latin America and the Middle East highlighting a wide range of issues on the Organization's agenda. United Nations Television continued to produce video recordings of the messages of the Secretary-General and contribute news-driven short videos for the home page of the United Nations.

79. Building on the successful production of *UN in Action* in the six official languages, United Nations Television collaborated with the Department's Web Services Section to post two-minute videos tailored to web and mobile platforms in the six official languages, allowing viewers to download stories, share them on mobile devices, embed them on their pages and post them on social media outlets.

80. Capitalizing on the improved functionality of its redesigned website (http://webtv.un.org), United Nations Webcast continued to enhance its services to a global audience by streaming live coverage of United Nations meetings and events and offering on-demand access through multiple platforms, including to smart phones and other mobile devices.

81. As part of its efforts to promote multilingualism, in June 2013 United Nations Webcast began to provide live coverage of General Assembly and Security Council

meetings in the six official languages, plus the language of the speaker (from the floor). Also for the first time, coverage of the proceedings of the International Court of Justice was integrated into the United Nations Webcast platform. Since April 2013, all cases brought to the Court have been made available live and on-demand at the United Nations Webcast site in English, French and the language of the speaker.

82. During the period under review, United Nations Webcast made available about 2,500 video clips for on-demand access by users around the world, including 220 videos from the live coverage of the tenth session of the United Nations Forum on Forests, held in Istanbul, Turkey. In addition to promoting global outreach, United Nations Webcast facilitates internal communication by providing senior United Nations officials with an opportunity to reach their staff at Headquarters and in the field through live webcasts of town hall meetings and other events.

83. The Department signed an agreement with Royal Air Maroc to air United Nations Television and United Nations Radio products on its in-flight entertainment system. In addition, the airline's in-flight magazine will be open to United Nations content. Royal Air Maroc is the second airline after All Nippon Airways of Japan to sign a partnership agreement with the Department.

Press and photography coverage

84. The Department undertook a pilot programme to produce press releases in Spanish, with a one-off staff-time support from the Spanish Translation Service of the Department for General Assembly and Conference Management, during the forty-sixth session of the Commission on Population and Development, held from 22 to 26 April 2013. Six press releases in Spanish were posted on a dedicated website accessible to members of the Committee on Information. The pilot programme was designed to explore the feasibility of having press releases translated and made available in official languages other than English and French. The result was that press releases could not be produced in other languages, even as translations, on a cost-neutral basis.

85. Between 1 January and 31 August 2013, the Department's Meetings Coverage Section produced 2,470 press releases (9,279 pages) in English and French. About 25 per cent of that output (589 press releases) consisted of summaries of the meetings of the General Assembly, the Security Council and the Economic and Social Council, as well as of their subsidiary bodies and substantive commissions. In addition, 1,359 press releases included statements, remarks and messages from the Secretary-General and the Deputy Secretary-General and material from other United Nations offices and departments.

86. Demand for photography services continued to grow during the reporting period. United Nations Photo covered more than 900 events at Headquarters and the overseas travels of the Secretary-General. As a result, close to 5,000 images were published on the United Nations Photo website and an additional 18,000 images were added to the United Nations Photo Library.

87. Efforts continue to be made to digitize historic photographs and make them available to the public. More than 1,850 such images were processed and added to the website during the reporting period. Demands for such photographs include about 3,300 requests to the Photo Library from Member States, the media and the

general public. Over 65,000 high-resolution photographs were distributed to clients through the Library or the Photo website.

83. Between January and August 2013, the Media Liaison and Accreditation Unit processed over 700 permanent accreditations and over 1,300 temporary press accreditations in New York. The Unit provided information and logistical assistance for more than 400 stakeouts and press briefings and assisted with the media coverage of more than 90 bilateral meetings with the Secretary-General. In addition, to alert members of the press and other key partners about events at Headquarters, the Unit, working with the Department's Media Documents Centre, promoted a variety of events by sending information by e-mail and through the Twitter account, which now has more than 11,000 followers.

Publishing, design and marketing

89. A collection of 100 speeches by the Secretary-General, entitled *Building a Better Future for All*, was published by the Department to showcase the work done worldwide by the United Nations for peace, sustainable development, human rights and the rule of law. The collection was published in hardcover, paperback and eBook formats.

90. The most recent edition of *Basic Facts about the United Nations* was published in Hungarian and Italian. *UN Chronicle*, in its first issue of 2013, which was published and distributed in April, focused on the challenges and benefits of water cooperation within the context of the International Year of Water Cooperation. In its second issue, published and distributed in July, the magazine looked at the changing nature of security, with a focus on the impact of climate change on global security; cyberwar and cybercrime; pandemics; organized crime; biosecurity; and urban security. *UN Chronicle* is also available as an e-publication.

91. During the period from March to October 2013, the Department will have successfully placed 25 articles originally published in *Africa Renewal/Afrique Renouveau* in other outlets. In total, the articles will have been published an estimated 362 times in English and French in 100 media outlets from more than 25 countries.

92. The *Yearbook Express*, which contains the chapter introductions of the 2008 *Yearbook of the United Nations* in the six official languages of the United Nations, was published in April on the Yearbook's website (http://unyearbook.un.org/).

93. Since storm Sandy hit New York in October 2012, the Department has continued to provide support for the production of sales publications beyond its traditional role of distribution. The Department assisted the High-level Panel of Eminent Persons on the Post-2015 Development Agenda to produce its report of proposed sustainable development goals, *A New Global Partnership*, by managing both production and distribution to support both sales and internal dissemination.

94. The Department was part of an inter-agency working group that finalized an intergovernmental creative commons licence. A creative commons licence works alongside a copyright and allows authors and publishers more flexibility in terms of sharing the contents of their work with the world. The implementation of creative commons licences will allow readers of United Nations publications to reuse and redistribute content for non-commercial purposes without obtaining prior

authorization from the United Nations, thus making the content more widely available.

95. Some 265 titles were published digitally and 135 titles were printed from March to mid-July 2013. Two new mobile applications were published: *ESCWA Cyber Legislation Directives*, through Apple, and *United Nations Peace Operations Year in Review* on Apple Newsstand, Amazon Fire Newsstand and Blackberry Newsstand. United Nations publications are now also available through Issuu, the world's fastest growing digital publishing platform. Since January 2013, United Nations publications have totalled 5,750 reads and 572 preview copies have been downloaded.

96. The Evaluation and Communications Research Unit is currently conducting an evaluation of publications and their availability, in conjunction with the Department of Economic and Social Affairs, the highest-selling publishing partner of the Department. Results are expected in the third quarter of 2013.

97. The Development Business Unit entered into collaborative arrangements for reciprocal advertising with the United Nations Industrial Development Organization, Business News Americas and the Commonwealth Business Council, and is finalizing a similar arrangement with *The Economist*. An agreement to publish content at www.devbusiness.com was reached with the Organization of American States. As a consequence, membership to the website has reached an 18-month high, reflecting an increase of 10 per cent over 2012.

98. The Graphic Design Unit continued to support Organization-wide print and electronic products for publications and outreach campaigns by offering a complete creative service. During the reporting period, the graphic design team completed about 98 products for campaigns and conferences, brand identities, logos, brochures, books, posters, signage, banners and press kits. The Unit created most of its designs in the six official languages. During the reporting period, it produced high-level products such as corporate branding for the World Humanitarian Summit 2014; a visual identity programme for the High-level Meeting on Disability and Development and the accessibility centre; a series of still and animated infographics for the Millennium Development Goals 1,000 Days of Action campaign; a visual identity programme for the Envoy of the Secretary-General on Youth; campaign branding for the International Day of Peace; and branding for the twentieth anniversary of the launch of the Office of the United Nations High Commissioner for Human Rights.

99. For the duration of the renovation of the General Assembly Building, the United Nations Bookshop has been successfully relocated to the Dag Hammarskjöld Library Building (level 1B). The space is attractive to visitors and every effort is being made to maximize sales.

II. Conclusions

100. While the work of the Department is addressed in detail within the framework of its individual divisions and subprogrammes in the reports submitted each year to the Committee on Information, the present document is both a record of important developments since those reports were submitted to the Committee and an opportunity to show the integrated and cohesive manner in which the three

subprogrammes work with each other in responding to the mandates given to the Organization by Member States and in meeting the expectations of those whom Member States and the Organization seek to serve. It is this guidance and sustained global interest that allows the Department to communicate, educate, inform and involve.